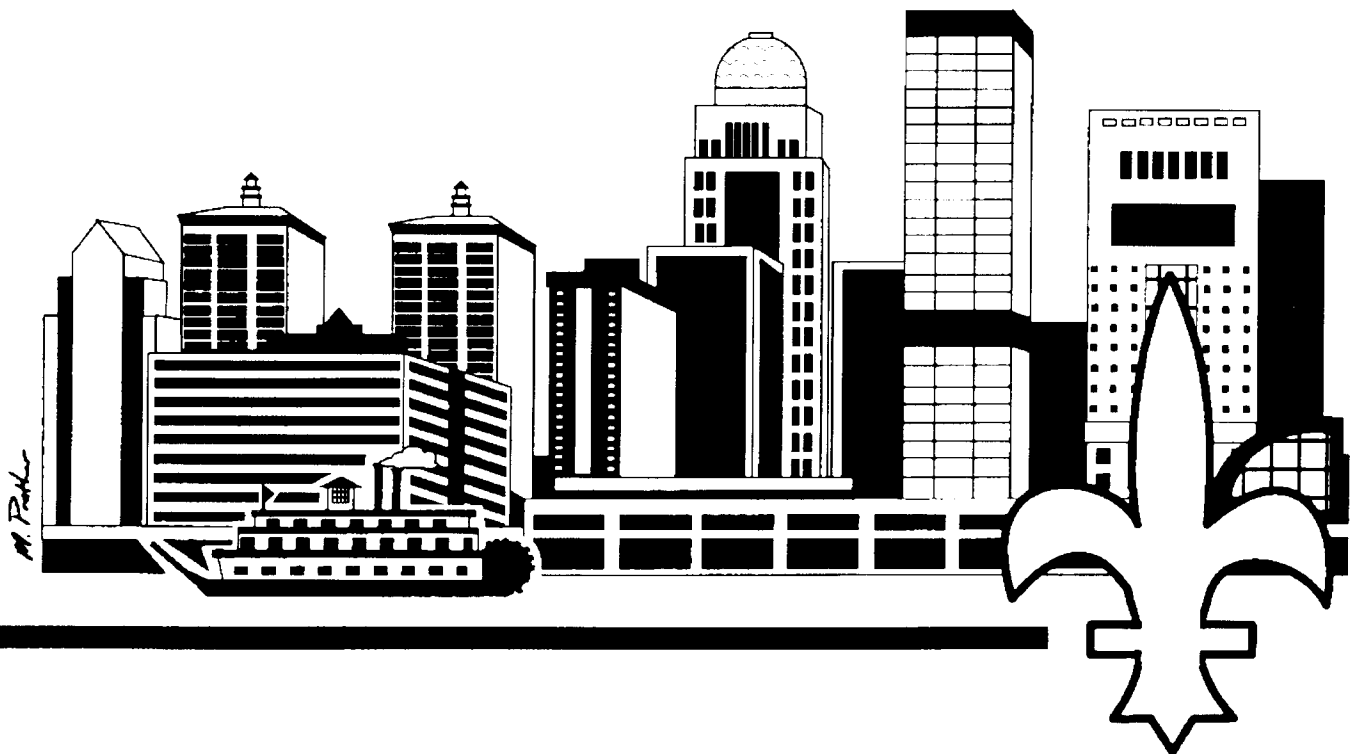


STREET BANNER PROGRAM

GUIDELINES AND STANDARDS



**Louisville Metro
Public Works Department
Louisville, KY 40202**



STREET BANNER PROGRAM

INTRODUCTION

Administration	2
Purpose.....	2

REGULATIONS FOR PARTICIPATION

Eligibility	3
Banner Graphics/Message Content.....	3
Design Approval	3
Banner Construction	3-4
Banner Placement and Reservation.....	4
Banner Locations	4-5
Banner Display Standards.....	5
Time of Banner Exposure	5
Revocation	5
Order Size	6
Storage	6
Insurance/Liability	6
Areas of Responsibility.....	6

PERMIT AND FEE	6-7
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APPENDIX

Example of Banner	8
Proposed Mounting of Banner on Light Pole	9
Banner Fabric and Bracket Specifications.....	10
Design Tips for Good Results.....	11
Street Banner Permit Agreement	12
Application Form.....	13
Downtown Boundaries.....	14

INTRODUCTION

ADMINISTRATION

This banner program shall be administered by Louisville Metro Public Works.

A “Banner Advisory Committee” consisting of the following shall be set up to review any issues/appeals that may arise regarding the banners within public rights-of-way.

Director of Department of Public Works
Director of Department of Inspections, Permits & Licenses
Assistant Director, Neighborhood Commercial Development, Office of Economic
Development

The Director of Public Works will, on behalf of the Banner Advisory Committee, have the final say on all issues and rules governing this banner program.

PURPOSE

The purpose of the cultural and civic banner program in Louisville Metro is to promote civic events and provide aesthetic interest. The banner program will have the following goals:

- Add color, excitement and a festive look.
- Brighten the streets by introducing colorful and appealing graphic art impressions attached to light poles.
- Aid in the promotion of cultural and civic events.
- Promote Louisville Metro and Metro-sponsored programs.
- Compliment Louisville Metro’s beautification and Brightside efforts.
- Give a unified look to the streets.

Banners will not be used to advertise individual businesses, sell merchandise, products or services or to promote organizations or issues within the message. (The sponsoring agency can be recognized in the logo area).

REGULATIONS FOR PARTICIPATION

ELIGIBILITY

Participants must represent or promote non-profit cultural or civic events or activities of general public interest.

BANNER GRAPHICS/MESSAGE CONTENT

The content of banner design must be artistic in nature, graphically or symbolically representing or depicting the subject of the event. In consideration of the public benefit, an organization that is the prime sponsor of a cultural or civic event or activity of general public interest may be given sponsorship acknowledgment beside Louisville Metro logo, on the lower fifth of the banner space.

The total graphic space allocation for sponsorship and the Metro logo may not exceed 20 percent of the lower portion of the banner (see Appendix A for banner example). No commercial messages, slogans, telephone numbers or similar forms of advertising will be permitted.

DESIGN APPROVAL

The graphic design of the banner shall be developed by the sponsoring organization/applicant under the Street Banner Program Guidelines set forth here. The graphic design for the banner, in rough form, shall be submitted to the Department of Public Works, for approval, at least one month prior to placing an order with the approved banner supplier. This will allow the sponsoring organization enough time to make any required changes.

The Department of Public Works will review the graphic design for compliance with the design guidelines and make suggestions and recommendations, if any, for changes to the graphics, thereby ensuring a more effective banner. If the graphic design complies with the guidelines and requires no changes, then Louisville Metro and the banner applicant shall agree on locations and approval will be granted within five (5) working days.

In cases where changes in graphics are necessary, a revised copy of the graphic design shall be submitted for approval. Camera-ready art shall be submitted for the issuance of a permit.

BANNER CONSTRUCTION

Permittees shall use suppliers with demonstrated ability to produce banners of high quality under these guidelines.

Fabric and Brackets

Banners and brackets shall be constructed pursuant to specifications in Appendix C.

Dimensions

Actual size: These guidelines allow for two sizes of banners. The full-scale banner as displayed from the light poles that are less than 20' in height, will be 28" wide x 60" high. Banner size displayed from the light poles that are more than 20' in height will be 30" wide x 84" high.

Artwork size: In order to produce the banner, the silk-screen process requires camera-ready artwork. This artwork should be 24% of the actual size or 7" wide x 15" high and 7½" x 21" high respectively. In developing the artwork, borders must be allowed. Therefore, the total workable graphic area should be either 6½" wide x 13½" high or 7" wide x 19½" high, respectively for the two sizes of the banners. Prior to preparing the final camera-ready artwork, the preliminary design concept should be submitted to the Department of Public Works for review.

Sponsorship Area Size: If used, the total graphic space allocated for sponsorship in conjunction with the metro logo, may not exceed the lower 20% of the banner, or actual size: 28" wide x 12" high or 30" wide x 17" high respectively. The workable artwork size shall be 6½" wide x 2¾" high or 7" wide x 4" high respectively.

For further detailed clarification of the banner dimensions, see Appendix A.

BANNER PLACEMENT AND RESERVATION

Before applying for a street banner permit, the applicant must seek written approval from LG&E (627-4793) for the banners to be displayed on their poles. This written approval should be submitted with each banner permit request. **This requirement applies to banner locations outside the Central Business District.**

Banner placement is subject to priority of the activity/event and light pole availability. Every effort will be made to satisfy requests for specific locations. Applications to participate in the Street Banner Program must be received by the Department of Public Works, along with a plan showing preferred locations of banners, no less than one month nor more than three months in advance of the activity/event. Any organization, whose banners may already be on display, may request one renewal of the permit per year with no fee.

BANNER LOCATIONS

Banner locations outside downtown are limited to the mid-block light poles in predominately non-residential corridors. For the purpose of banner display, a predominantly non-residential corridor, will have at least 75% of the frontage, occupied at street level, as non-residential use.

Downtown locations are shown on the enclosed map.

BANNER DISPLAY STANDARDS

Banners shall be displayed on mid-block light poles only. Exceptions, however, may be made to hang banners on corner poles if they do not support traffic signal arms.

The banner shall be displayed only on the sidewalk side of the pole.

The clear height from the surface of the sidewalk to the bottom of the banner shall be 9 feet. (See Appendix B)

The banners shall be displayed so as not to visually block any official sign/message existing on the poles.

All banners must be designed on the top and bottom for proper hanging on two brackets. The brackets shall be as per specifications developed by the Department of Public Works. (See Appendix C)

TIME OF BANNER EXPOSURE

Dated banners with a message for a specific event must be hung for a minimum of two weeks to a maximum of thirty day prior to the event date. Banners must be removed within one week following the event. A banner activity calendar will be maintained by Louisville Metro to coordinate placements.

During periods of heavy booking, the maximum exposure time for generic banners may be limited to allow as many organizations as possible to participate in the program.

In the event of scheduling conflicts, the length of time for banner exposure and/or the quantity of banners displayed will be considered by Louisville Metro. In no case shall the display of the same set of generic banners be allowed for more than six months without renewal of the permit.

REVOCATION

Louisville Metro can revoke a permit for violations of its terms by Permittee, after giving week's notice to the Permittee of the revocation. Any party whose permit is revoked may request a hearing of the Director of the Department of Public Works. Upon revocation, the sponsoring organization/applicant shall have its approved contractor remove all mounting devices and banners within a week.

ORDER SIZE

The maximum number of banners any organization may display is 200. (The sponsoring organization/applicant may want to order extra banners to keep in reserve for replacement of any damaged or missing banner.)

STORAGE

Storage of the banners is the responsibility of the sponsoring organization/applicant.

HOLD HARMLESS AND INDEMNIFICATION/INSURANCE REQUIREMENTS

Each participating organization must sign a street banner permittee agreement (See Appendix E) to hold harmless and indemnify Louisville Metro for claims arising out of or resulting from the permission granted by Louisville Metro for this permit. Louisville Metro will not be responsible for any damage or theft occurring to the banners. Each participant must maintain liability insurance for the entire permit period which provides bodily injury and property damage liability coverage to the organization for claims arising out of their displayed banners. The minimum acceptable limit of liability is \$100,000 per occurrence.

AREAS OF RESPONSIBILITY

The organization requesting banners must be responsible for all activity and cost relating to the design, production, printing, installation, maintenance and removal of the banners.

PERMIT AND FEE

The applicant shall be responsible for seeking prior written approval from Louisville Gas & Electric Company for the banners to be displayed on their poles. This written approval must be submitted to the Department of Public Works along with the banner application. This requirement applies to non-downtown banners only.

Louisville Gas & Electric Company
Attn: Debbie Shobe
Community Relations
220 West Main Street
Louisville, KY 40202
(502) 627-4793

Each interested organization shall be responsible for applying and receiving a permit for display of banners within the public rights-of-way for each event. Any addition to the number of banners already permitted or a request for an extension of the permit for existing banners, beyond one renewal or the original permit, will constitute a new event and require a new permit.

The permit application shall be submitted to:

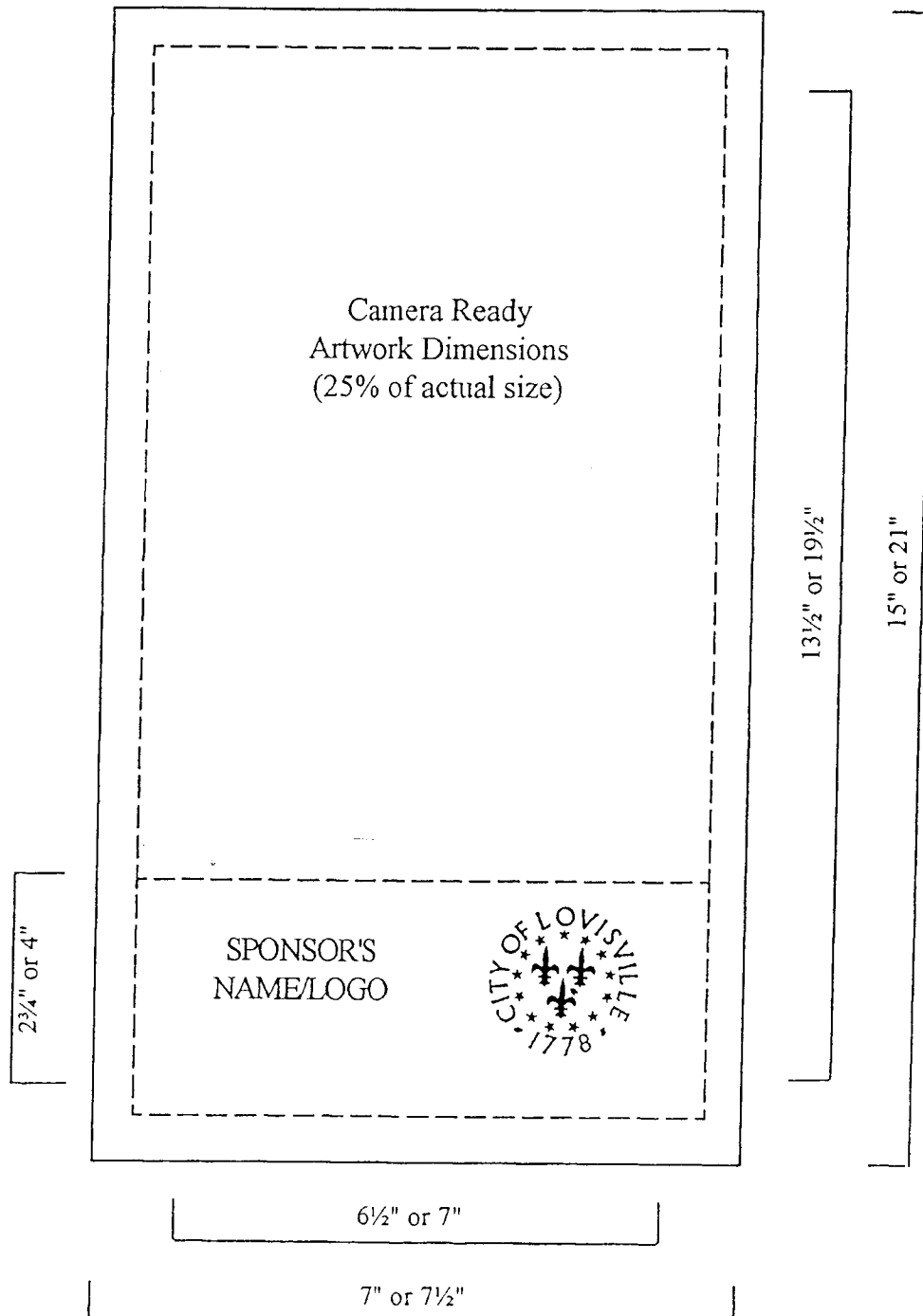
Department of Public Works
531 Court Place, Ste. 401
Louisville, KY 40202
(502) 574-3111

The permit fee for any number of banners for each event is \$20.00 total. One renewal of a permit per year for banners already on display will be allowed with no fee charge. The permit shall be issued only upon review and approval of the banner design, message content and proposed locations by the Department of Public Works upon submission of camera-ready artwork.

Any violation of program guidelines during the prior permit period by an organization will result in denial of a new permit.

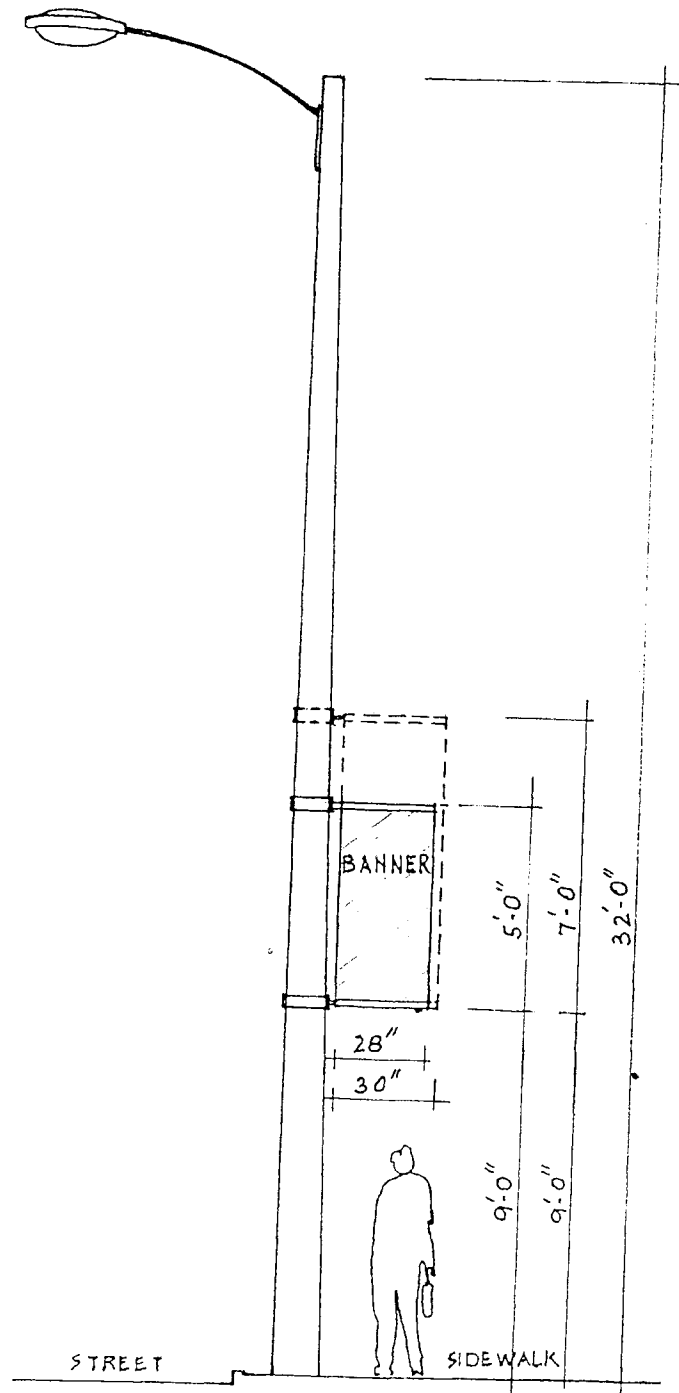
CAMERA-READY ARTWORK DIMENSIONS FOR BANNER CONSTRUCTION

The drawing details the camera-ready artwork required by the banner supplier to produce the silk-screen set-up. This artwork is 25% size of the actual banner dimensions. Actual banner size is 28" wide x 60" high or 30" wide x 84" high.



Appendix B

PROPOSED MOUNTING OF BANNERS



BANNER FABRIC SPECIFICATIONS

All banners shall be fabricated of 100% marine acrylic canvas. The thread in the fabric shall be 138 polyester bst/bonded, stretched and twisted. Yarn size shall be 200/2/3 cord with 150 tensile size after manufacturing with a breaking strength of 21.5 pounds.

Small banners (28" x 60") can be fabricated from acrylic coated 100% woven polyester. Fabric must be light weight and pliable with a typical weight of 9.6 oz. Per square yard and tensile strength of 246 pounds.

Small banners (28" X 60") can also be fabricated from 13oz. Vinyl with a 4" hem inclusive on each end. A brass grommet should be placed approximately 1" from the hem on the left side of the banner on the top and bottom. Four (4) wind holes should be cut in the banner.

The fabric must also:

- be durable as well as fade and weather resistant.
- repel water and be impervious to rotting or damage by mildew and guaranteed against shrinkage.
- withstand outdoor exposure in any temperature and hold up well in high wind conditions.
- allow printing on both sides without bleeding through.
- be suitable for hanging with seams intact, no tears, rips or holes.

BANNER BRACKET SPECIFICATIONS

The bracket system shall provide for:

- all metal parts to be tempered aluminum castings, with double-wrapped ¾ inch stainless steel strapping and buckles for attachment.
- a base design which helps prevent the twisting and creeping on the pole.
- 13/16" polymer coated fiberglass support arms, withstanding minimum 60 mph wind force without permanent distortion.
- arms to be cantilever design and removable from mounting castings.
- approximately 5 inches of overall adjustment.

DESIGN TIPS FOR GOOD RESULTS

Good, simple graphic design appropriate for large scale outdoor use shall be required for all banners. The following suggestions are made to facilitate the design of an effective, high quality banner.

1. Keep the design simple and graphic oriented. Large, bold symbols/lettering work best.
2. Minimize wording: It is not a billboard. Date, location, time etc., are better left to other forms of publicity.
3. If at all possible, do not use a white fabric. Use a colored background with a colored ink. Cost difference is either none or minimal depending on the supplier.
4. For best results, use two color inks on a colored fabric. Expense is slightly increased, but it maximizes the banner's effectiveness and appearance. Remember, the banners will probably be in use for years to come.
5. If the activity occurs annually, design a "generic" banner for long term use.

STREET BANNER PERMITTEE AGREEMENT

HOLD HARMLESS AND INDEMNIFICATION/INSURANCE REQUIREMENTS

The PERMITTEE agrees to indemnify and hold harmless Louisville Metro, its agents and employees from and against all claims, damages, losses and expenses including attorneys' fees, arising out of or resulting from the permission granted by Louisville Metro for PERMITTEE to attach banners to light poles over Metro streets, provided that such claim, damage, loss or expense (1) is attributable to personal injury, bodily injury or death, or to injury to or destruction of property, including the loss of use resulting therefrom, and (2) is not caused by any negligent act or omission or willful misconduct of Louisville Metro or its employees acting within the scope of their employment.

The Permittee agrees to maintain liability insurance for the entire permit period. The minimum acceptable limit of liability is \$100,000 per occurrence.

Signature & Title

Date

Name of Organization



STREET BANNER PERMIT APPLICATION

Name & Address of Organization _____

Type of Organization: Non-Profit _____ For Profit _____

Contact Person _____ Phone Number _____

Corporate Sponsor (if any) _____

Address (if different from organization's) _____

Name of Event _____

Type of Event _____

Date(s) of Event: From _____ To _____

Dates for Banners to Hang: From _____ To _____

Desired Number of Banners _____ Preferred Locations _____

If a previous participant in the street banner program:

_____ Banners do not need revision, installation only.

_____ Banners need revision (type revision) _____

If a first-time participant:

Name of design artist _____ Phone No. _____

One -color design _____ Two-color design _____

Name and Address of Insurance Company and Amount of Coverage _____

Name and Address of Contractor Hanging and Removing the Banners _____

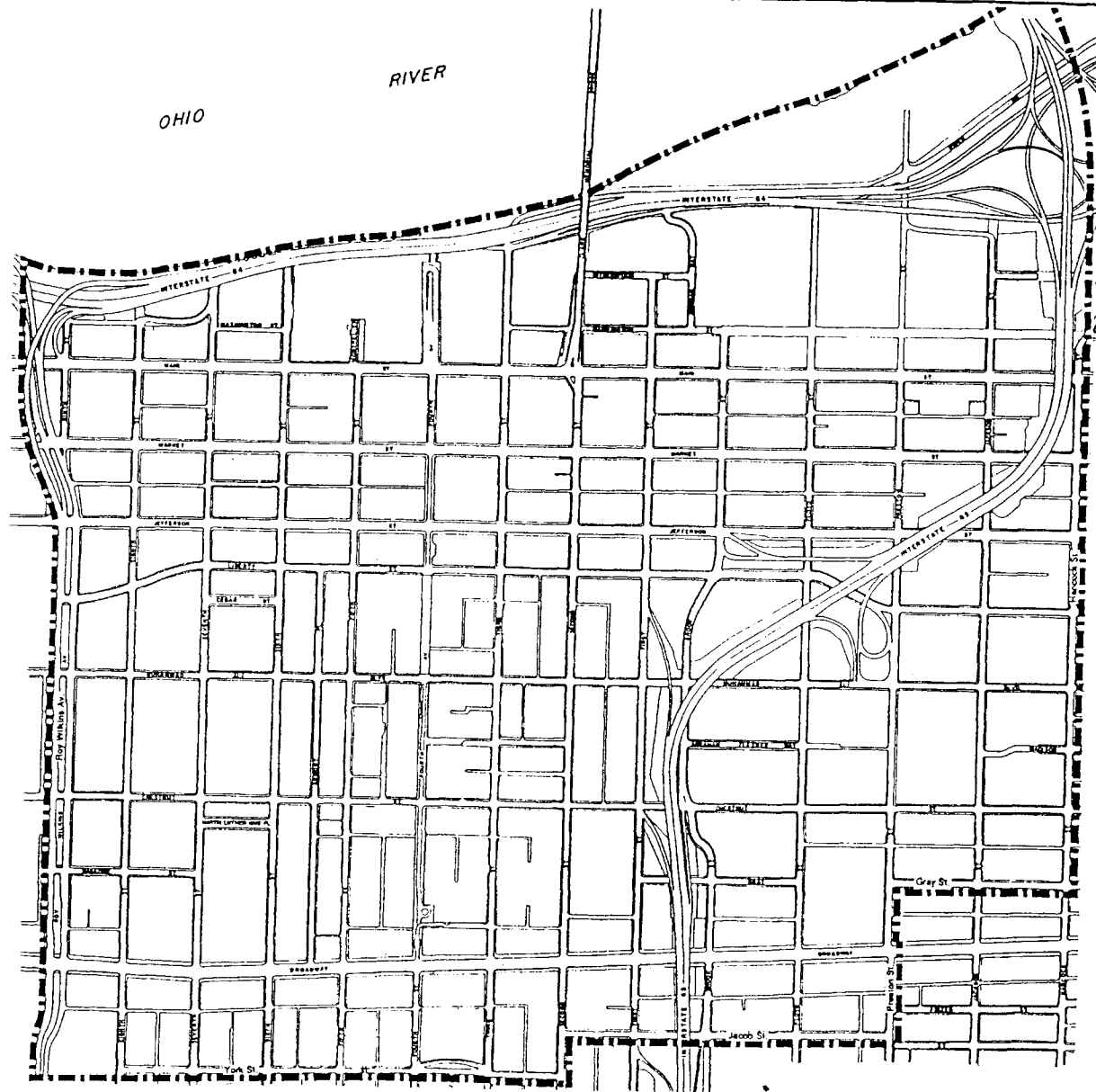
By signing this permit application, I certify I have read and understand the City's "Street Banner Program Guidelines and Standards" as furnished to me, and I agree to be bound by them.

Signature & Title of Permittee _____ Date _____

Note: Please submit rough drawings of design and light pole locations with completed application. The banner will promote civic messages only. No advertising within the public rights-of-way is allowed. Hold harmless and indemnification agreement must be signed and attached.

Approved By _____ Date _____

Downtown Banner Program



Legend

--- Downtown Banner Program Boundary

Louisville Downtown Development Plan Louisville Central Area City of Louisville

Scale: 0 200' 400' 800'
Walking Time: 0 1 2 3 min
Date: May, 1992